

### **Amended Minutes**

**THE BUSINESS IMPROVEMENT DISTRICT COMMITTEE OF THE CITY OF CALEXICO MET IN SPECIAL SESSION ON THE 16TH DAY OF DECEMBER 2009, AT 8:00 A.M. AT ENRIQUE CAMARENA LIBRARY, 850 ENCINAS AVE., CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR THE HOLDING OF SAID MEETING.**

### **CALL TO ORDER**

The meeting was called to order at 8:15 a.m. by Eduardo Lopez and led those present in the pledge of allegiance.

### **ATTENDANCE**

#### **Committee members:**

Eduardo Lopez  
Cristina Rocha  
Morris Reisin  
David Ouzan (Absent)  
Maritza Hurtado  
Daniel Romero -City Councilman

### **STAFF**

Rosalind Guerrero – Redevelopment & Economic Development Director  
Victor Carrillo – City Manager  
Julia Osuna – Housing Manager  
Peter Castro – General Services Supervisor  
Armando Villa – Development Services

### **GUESTS**

Jimmie Jimenez, Clear Talk  
Theresa Robertson, KXO Radio  
Michele Bastidas, CCEZ  
Felix Meza, El Sol del Valle  
Jose Angel Esparza, Envision  
Aaron Popejoy, Conveyor Group  
Eduardo Wong – Dulce Refugio  
Anel Martinez – Martinez Tax Service

### **APPROVAL OF AGENDA**

Motion was made by Member M. Reisin seconded by Member M. Hurtado and passed unanimously to approve agenda as presented.

### **ANNOUNCEMENTS/PUBLIC COMMENT ON NON-AGENDIZED ITEMS**

Armando Villa invited the members to attend an evening workshop on the proposed sign ordinance to be at the City of Calexico council chambers at 6:00 PM, December 16, 2009.

**PRESENTATION**

Eduardo Wong and Anel Martinez invited the BID to participate in a Toy Drive to help a nonprofit organization in Mexicali called Dulce Refugio de Amor A. C. They need about 500 toys to distribute in the less fortunate areas of Mexicali. They will be distributing the toys on December 23, 2009.

**CONSENT AGENDA**

Motion made by Member Reisin and seconded by Member Rocha and passed unanimously to approve Consent Agenda consisting of Regular Meeting Minutes of November 18, 2009.

**BUSINESS ITEMS****DECEMBER DOWNTOWN EVENT**

Member Lopez thanked everyone for helping and attending the event will provide the stage for the entertainment and Mr. Robert Peña will play at the event. Member Rocha was thanked for collecting over 100 gifts for the raffle prizes. The Santa Clause photo booth took over 120 pictures and most of the pictures have been collected. Member Lopez stated the photos not collected are in his store.

Member Rocha stated there was a lack of vendors for the event and it was possible the permits for sidewalk sales contributed to them not renting a booth on the street. Member Rocha felt drawings tickets could have been distributed earlier and more tickets to the store owners wanting to distribute them to their customers.

Member Hurtado stated she spoke to some merchants and explained that the BID was doing this to promote their businesses to increase sales. She explained to the merchants the BID has been responsible for sidewalk sales and free parking in effort to convince them to participate in the event.

Member Reisin stated he felt that attendance was good and people waited for the drawings that started at 2:30 P.M.

**WEBSITE BIDS**

Member Rocha stated she has reviewed the BIDS for websites and recommends Conveyor Group based on their experience and website designs. She has submitted the evaluation form provided by the Redevelopment Agency.

Member Lopez stated he had drafted a new evaluation form that is less confusing and has rating from 1 to 3, one being the highest ranking. RDA staff requested he send the form and the others members can use the same evaluation form.

Member Rocha motioned to approve the Conveyor Group to complete a website for the Bid.  
**NO Second. Motioned died.**

**RECOMMENDATIONS FOR EMPTY BUILDINGS**

Tabled for next meeting

**New Business****Vehicular access from Port of Entry**

Armando Villa, City of Calexico, Development Services Director started by displaying the final rendering of the proposed Port of Entry, provided by GSA to the City of Calexico. He stated the Port of Entry is schedule to start construction 2012-2013 for completion 2015. The city is currently planning to improve the Cesar Chavez Blvd, curb and gutters.

Victor Carrillo- City Manager stated the plans indicate 5-7 lanes to open going southbound to Mexico. There will be 10 lanes to open and eventually will add 6 more lanes. The New Port of Entry will have the capacity to double stack cars and have an entry way up to 32 lanes. All lanes will be occupied with the new technology like SENTRI. Most of the northbound traffic coming from Mexico will flow into Cesar Chavez Blvd. There will be access to Imperial Ave. and 2<sup>nd</sup> St. The City of Calexico is working with Cal Trans, Imperial Irrigation District, Local Transportation Authority and Federal Government to assure that the streets and roads will accommodate the port of entry traffic. He stated the Calexico Port of Entry is the 3<sup>rd</sup> busiest port of entry along the south border. He informed the BID that the Mexican Government is working to make their improvements along the new river. The issue in Mexicali is that the New River is lower that the US proposed port of entry and their infrastructure will need improvements to support the New Calexico Port of Entry.

Councilman D. Romero stated we will not lose downtown due to the Port of Entry being build. The Cesar Chavez Blvd does not have the infrastructure to have the downtown merchants relocate to that area.

Mr. Carrillo stated the BID needs to review the traffic flow in the downtown area. Second street will be open to a two way traffic to accommodate visitors and the local shoppers. The city will be reviewing this possibility in January.

Member Rocha stated she is concerned for the downtown merchants, because if vehicular traffic is rerouted to flow into Cesar Chavez Blvd it will shut down downtown businesses. This is a great concern and the city should be concerned about losing sales tax revenue.

Mr. Carrillo suggested to work on a plan and propose to GSA, make it a collaborative effort between the Redevelopment Agency, Business Improvement District, private and absentee building owners. The downtown businesses need to review their options on how to retain and attract shoppers.

**OTHER****Attendance record - noted**

BID Members requested to cancel the meeting set for December 23, 2009 next meeting will be January 13, 2009.

**ADJOURNMENT**

There being no further business, the meeting adjourned at 9:45 a.m.

  
Eduardo Lopez